Halloween FACTS

OVERALL PLANNED SPENDING & PURCHASE

ITEM	SPENDING	PURCHASE
CANDY	$3.1 BILLION	96%
DECORATIONS	$3.4 BILLION	75%
COSTUMES	$3.6 BILLION	67%
GREETING CARDS	$0.6 BILLION	39%

OVERALL HALLOWEEN SPENDING

69%

Of people plan to celebrate Halloween in the U.S.

SPIDERMAN

Approximately 2.2 million children plan on dressing like Spiderman in 2022.

$100.45

Average expected spending on Halloween, down from $102.74 in 2021.

$10.6 BILLION

Planned spending on Halloween in 2022, up from $10.1 billion in 2021.

Sources:
https://nrf.com/topics/holiday-and-seasonal-trends/halloween/halloween-data-center
https://missourigrownusa.com/
https://www.ksdk.com/article/life/holidays/popular-halloween-candy-missouri-illinois-2022/63-15c797c5-9884-4bba-bcfb-78f7730332b1#:~:text=This%20year%2C%20the%20most%20popular,Reese's%20Cups

MISSOURI FACTS

21

Chocolate and Confectionery Manufacturing stores in Missouri with 522 employees making an average weekly wage of $809.21.

MILKY WAY

The most popular candy in Missouri is Milky Way, followed by Almond Joy and Hot Tamales.

1,141,488

Children of trick-or-treating age in Missouri (age 15 and under).

57

The number of pumpkin patches in Missouri. St. Charles is the number one county in Missouri for pumpkin producing farms with 20.

Visit the Missouri State Penitentiary located in Jefferson City, MO. Nicknamed “Bloodiest 47 Acres in the U.S.” it reopened for ghost tours in 2022.